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GENDER EQUALITY CULTURE

# A RADIO SHOW AIMING TO CREATE AWARENESS FOR GENDER EQUALITY AND CREATE THE CRITICAL MASS OF CHANGE-MAKERS IN STUDENTS' COMMUNITY

**CUT, Cyprus**

*The Gender-SMART project is a community composed of seven European Research Performing & Funding Organisations, operating in the broadly framed field of research in food, agricultural and life sciences, committed to advancing gender equality.*

*This fact sheet illustrates one of the twelve experience-based good practices collected by the project to encourage and steer change in Gender-SMART Partner Institutions.*

*Results are meaningful and scalable to reach out to a larger number of beneficiaries.*



AREA



Gender  
 Equality Culture

CATEGORY



Cultural Advocacy  
 and Education

PARTNER



CUT, Cyprus



FOCAL PERSONS



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 Gender-SMART project manager

Key stakeholders  
 CUT staff members; Students;  
 Local Community

## Main Description

The problem identified was the lack of awareness about gender equality issues within the community of students of CUT but also outside the university. So far, most of the activities and research carried out at the university in this area – including Gender-SMART and other projects promoting gender equality - have only been communicated to a small group of people.

Members of the staff (as well as external experts) were invited to the radio show to share their expertise on the topic, their experiences and the work done in order to boost the dynamic of gender equality expertise at CUT.

Gender equality topics have been set as a priority in the university's awareness practices and this is something that has been communicated well throughout the show. More staff members and students got acquainted with gender equality actions and activities run at CUT.

Staff and experts involved in gender equality have been promoted for their work and experience.

A shift towards awareness action has been made at the station as awareness days were dedicated to sexual harassment and a competition took place ending up with the awarding of a book on gender equality to a lucky student.

A channel that has, as target audience, the community of an organisation is an effective tool to communicate actions but also to boost awareness on a topic. Now, inclusive language is used during the shows and topics related to equality are promoted through other shows of the station.

The promotion of internal expertise coming from the staff of an organisation is an important action in order to create a critical mass of change-makers in the students' community, raise awareness, motivate, inspire, and encourage actions for change.

## Background

Cyprus University of Technology (CUT) is one of three state universities in the Republic of Cyprus. CUT was founded by law in December 2003 and welcomed its first students in September 2007. Currently, 2051 undergraduate students, 545 Master's students and 184 PhD students are enrolled in the University, in 17 undergraduate and 32 postgraduate programmes, respectively. The University consists of six faculties among which the Faculty of Geotechnical Sciences and Environmental Management, with the Department of Agricultural Sciences, Biotechnology and Food Science and the Department of Environmental Science and Technology. CUT is currently based in Limassol, and new campuses are now established in one other city.

CUT aspires to develop into a modern, pioneering and internationally recognized university, able to offer education and high-level research in leading fields of research that currently have a great impact on the economic, technological and scientific sectors. Focusing mainly on applied research, the University aspires to acquire a role in support of the nation and society (Cyprus, EU, and the world) in their efforts to deal with problems related to science and technology.



### CUT Gender Equality Plan

VISIT PAGE 

## Specifics of the measure

A new show was introduced in January 2021 at CUT's radio station. The show was named "CUT it out – how to cut out bias and stereotypes from your life". The show was presented by the Programme Manager of Gender-SMART, Panayiota Polykarpou, who introduced a new topic every week, focusing on basic definitions and different challenges that everyone faces related to gender equality. In the second season of the show, members of the academic and administrative staff of CUT, as well as external experts, were invited for an interview by the radio producer to share their expertise and experience on gender equality issues. The topics were addressed in a form that everyone could understand but also aiming to inspire for actions and mobilisation. Each episode was recorded and uploaded to the show's channel on Spotify. More than 100 downloads took place in the last 11 months.

Key implementers were Gender-SMART Core Team members, staff of CUT, and students working at CUT radio.

The main audience and target of CUT's radio shows were the students of CUT but also the locals in Limassol (the radio show is broadcasted in Limassol local channels). The show focused on various topics such as sexism, bias, sexism in the workplace, sexual harassment, femicides, equality and STEM, and more, aiming to transform the culture and behaviours and shift the attention to how everyone can contribute to equality.

Locals and students were expected to become aware of the different forms of inequalities related to gender. During the shows, tips were shared on how they could contribute as future professionals and include the gender dimension in their work.

Among the outcomes achieved, the number of invitees and members of staff mobilised and the attention to the show in social media and wider community – other local universities shared positive feedback and admiration of this awareness action. Also, the number of students interested in getting involved in the show as well as in the actions that are taking place at CUT.

The station can't measure the number of listeners; however, the data used to monitor the results of the show is the number of invitees (6 member staff and external experts) and the number of unique listeners on Spotify (97), as well as the downloads (199) and shares in social media (54).

CUT wishes to make this show sustainable and to keep broadcasting with new producers who will take the place of the current producer in order to "transfer" the knowledge to the new generation of students who are interested to produce shows on this topic.



## Lessons learned

Mobilisation of staff and students worked very well. The content of the show was appropriate for the target audience and the reach of the show was beyond CUT's community. Attention was shifted to gender equality issues in other shows at the station. Success factors were the Gender-SMART Core Team consistency in actions and motivation; the informal engagement and approach to the content/topic; the promotion from the university's social media accounts; the promotion of the show by the speakers as well as the audience through their personal accounts.

The following practice has helped the reach of awareness about gender equality topics to be enlarged. The practice is transferable and has potential to scale up. And most importantly, the expertise of gender equality in CUT's staff members has been acknowledged.

